

TARGETED EMAIL PROMOTION

ABSTRACT OF THE DISCLOSURE

An email-based promotional message delivery system. The system may append targeted promotional messages to outgoing emails. The system may use the profiles of senders as a means of targeting the recipients. The system may use a recipient profile supplied by one sender as a means of targeting the same recipient when that recipient is sent a message by a different sender. A two-tier spam blocking system may be offered as an inducement to allowing promotional messages to be added to outgoing emails. Other features and processes are disclosed.